

WHAT IS CLAIMED IS:

1. An image forming method comprising the steps of:
  - forming an electrostatic latent image on a surface of an electrostatic latent image bearing body;
  - forming a toner image by developing the electrostatic latent image by using a toner for electrostatic latent image development;
  - transferring the toner image to a surface of a recording medium; and
  - fusing the transferred toner image on the surface of the recording medium by bringing the toner image into contact with a heating medium having a resin coating layer formed on the surface thereof and thereby melting the toner image,  
wherein the toner for the electrostatic latent image development includes a binder resin obtained by polymerizing at least one kind of polymerizable monomers having vinyl double bonds;
  - a storage elasticity  $G'(180)$  of the toner for electrostatic latent image development at  $180^\circ\text{C}$  is in a range of  $1 \times 10^3$  to  $8 \times 10^3$  Pa; and
  - a contact angle of the surface of the heating medium to water at  $25^\circ\text{C}$  is in a range of 50 to  $100^\circ$ .

2. An image forming method according to the claim 1,

wherein a resin included in the resin coating layer is a heat-curable resin.

3. An image forming method according to the claim 2, wherein the heat-curable resin includes at least one of phenol resin and melamine resin.

4. An image forming method according to the claim 1, wherein the contact angle of the surface of the heating medium to water at 25°C is in a range of 70 to 100°.

5. An image forming method according to the claim 1, wherein the resin coating layer has a thickness in a range of 1 to 100 μm.

6. An image forming method according to the claim 1, wherein the toner for electrostatic latent image development contains external additives formed from simple substances or mixtures having at least two different average particle sizes, wherein at least one of the external additives is a metal oxide having an average particle size of 0.03 μm or less.

7. An image forming method according to the claim 1, wherein the storage elasticity G' (180) is in a range of 3.0 × 10<sup>3</sup> to 8 × 10<sup>3</sup> Pa.

8. An image forming method according to the claim 1, wherein the binder resin has a weight average molecular weight in a range of 150,000 to 500,000.

9. An image forming method according to the claim 1, wherein a ratio (Mw/Mn) of a weight average molecular weight Mw and a number average molecular weight Mn of the binder resin is in a range of 5 to 10.

10. An image forming method according to the claim 1, wherein at least one kind of the polymerizable monomers having vinyl double bonds are polymerizable monomers having carboxyl groups.

11. An image forming method according to the claim 1, wherein the toner for electrostatic latent image development includes a releasing agent in an amount of 1 to 40% by weight and a melting point of the releasing agent is in a range of 40 to 100°C.

12. An image forming method according to the claim 1, wherein the storage elasticity G' (180) of the toner for electrostatic latent image development at 180°C is in a range of  $3 \times 10^3$  to  $8 \times 10^3$  Pa, and

wherein the contact angle of the surface of the heating medium to water at 25°C is in a range of 70 to 100°.